WP Media Site Map User Manual And Mobile/Video/Image SEO Magic

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WP Media Sitemap Installation

Thank you for purchasing the WP Media Sitemap WordPress plugin. This plugin will help rank your site in image, video, and mobile search. This manual will walk you through all the steps to get started, as well as provide proven tactics to get your content ranked, and generating organic traffic.

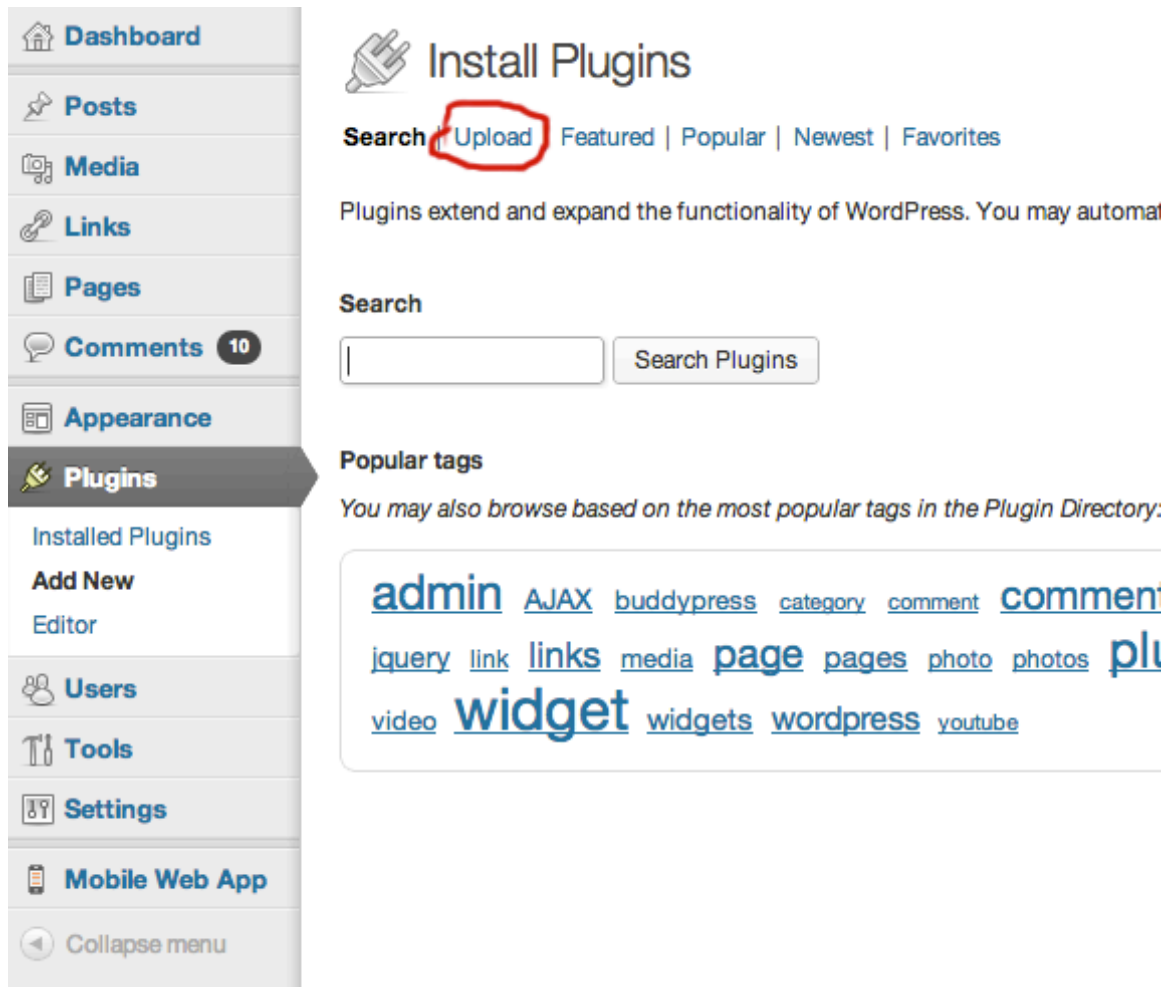If you need additional help, submit a ticket to our help desk:
http://whitewavesupport.com

Installing

To install WP Media Sitemap on your WordPress site, start by navigating to the plugins section in your WordPress admin panel and click the button labeled "Add New" as seen below:
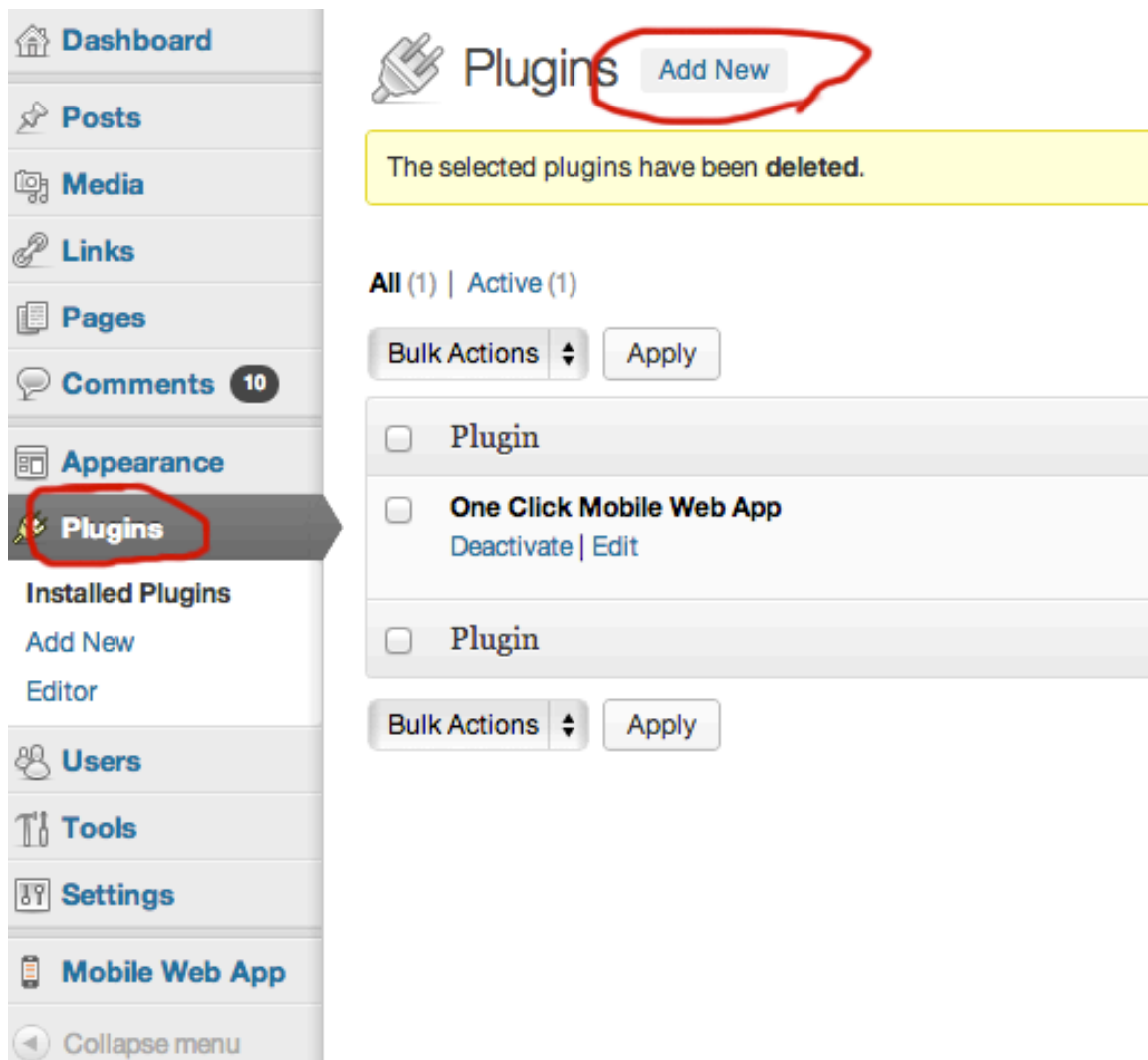
Once you are on the add new page, click the link labeled 'upload' to upload the plugin package from your computer:

Next click the button labeled "Choose File" and select the location of the plugin zip file:
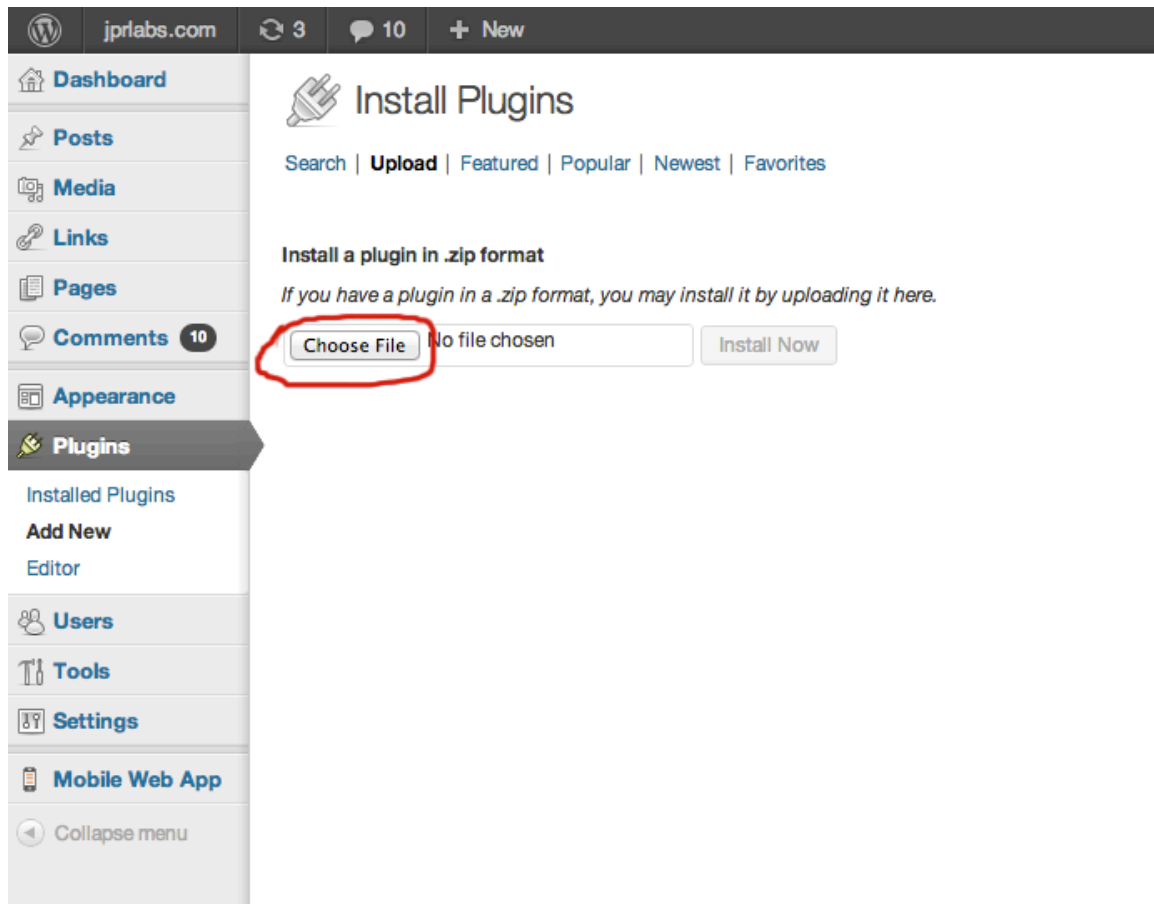
Once you have selected the zip file, click the button "Install Now" and WordPress will upload and install the plugin for you:
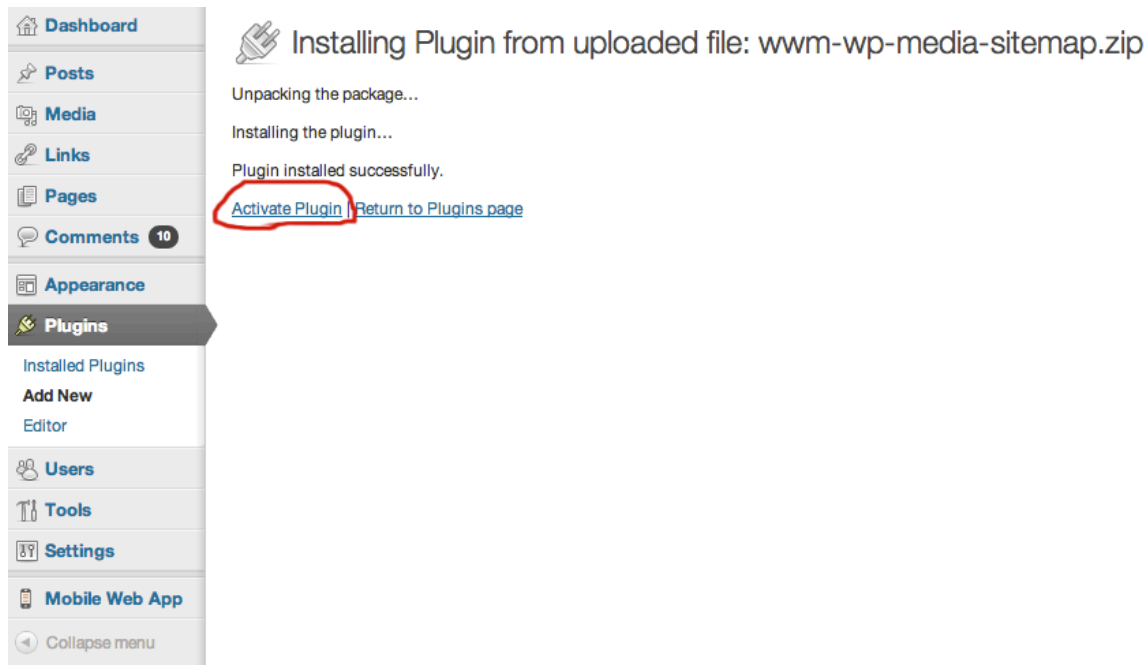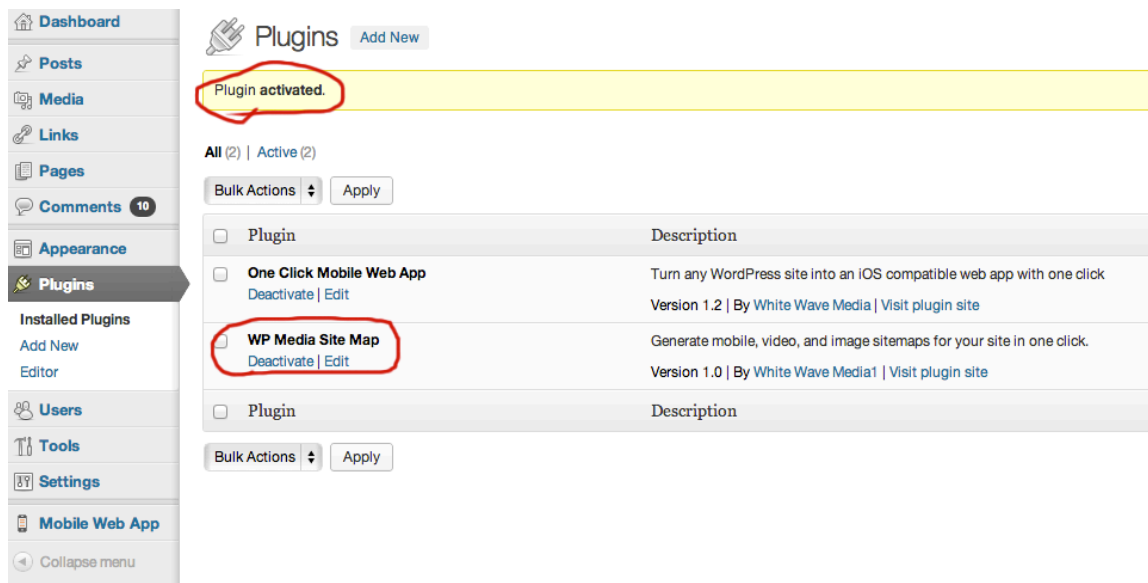
Once you see the message "Plugin installed successfully" click the link at the bottom labeled "Activate Plugin" as seen below:

Once the plugin is activated you will see a confirmation message and the plugin will be listed in your admin panel:
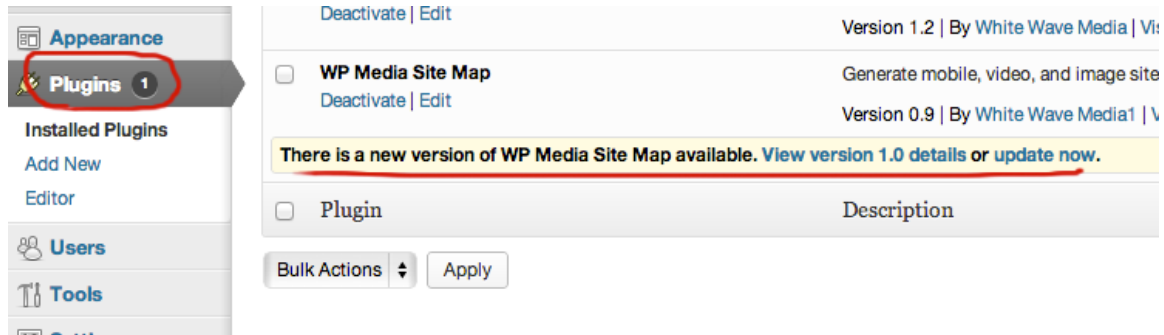
Updating

WP Media Sitemap has a built in auto-update feature that will keep your plugin up to date.

When a new update is available, you will see a notification below the plugin listing in your WordPress admin:


WordPress will check the WP Media Sitemap server every 24 hours to see if there are any new updates. To force WordPress to check the server at any time, navigate to the updates section in your WordPress admin and click the button labeled "Check Again" as seen below:
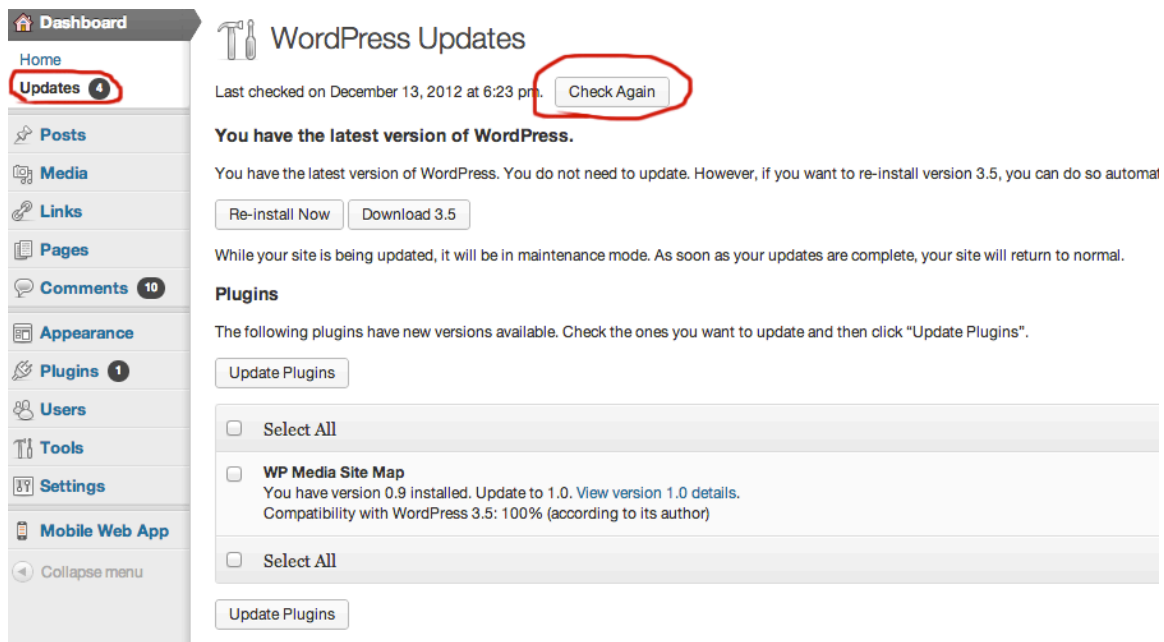
You can update the plugin in one of two ways. From the updates section of your WordPress admin, check the box next to the plugin name and then click the update button:
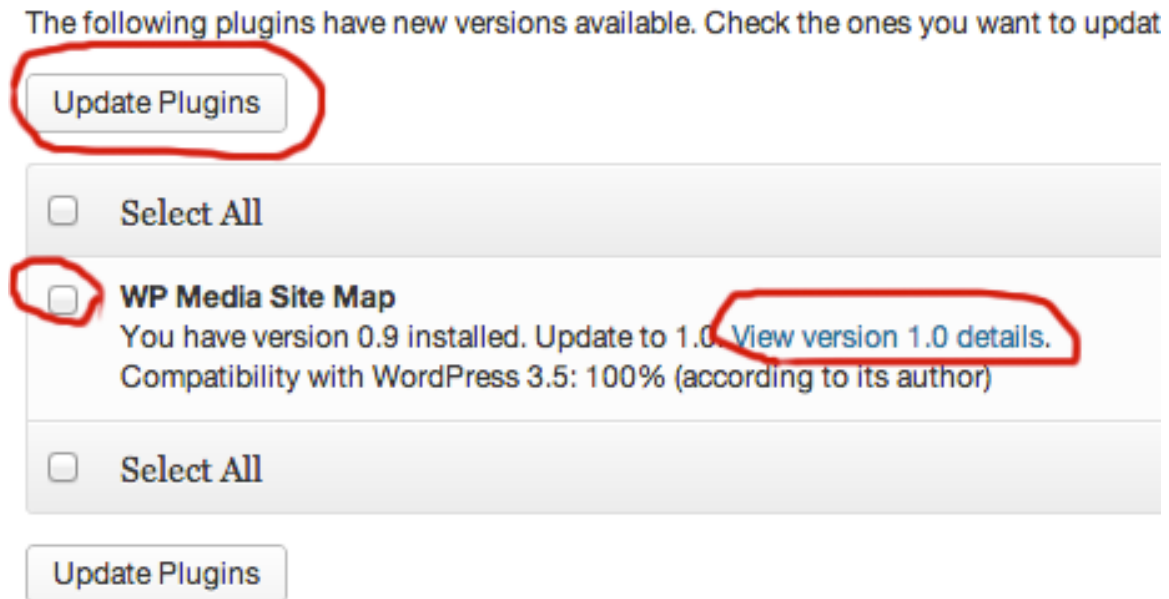
Similarly you can click the link labeled "update now" in the notification that appears in the plugins section when an update becomes available.


This will keep your plugin up to date with the latest version.

Using WP Media Sitemap

Indexing Images

WP Media Sitemap will automatically generate an image sitemap based on the information you have provided when you embedded the images in you posts/pages.

The newest version of WordPress has a button in the upper left hand corner of the edit post page to enter images or video:
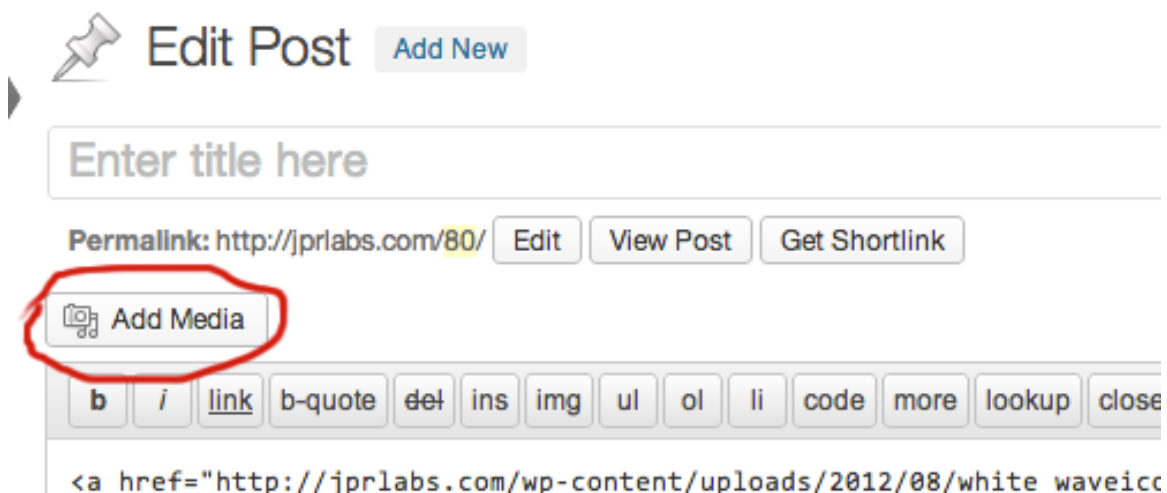
This button allows you to add images, video and other media into your post. After you have selected or uploaded the image you want, you are given more options as shown on the next page.

ATTACHMENT DETAILS

Local Pub

August 2, 2012
320 × 460
Edit Image
Delete Permanently

Title   StartScreen320x460-iphone:

Caption

Alt Text

Description

ATTACHMENT DISPLAY SETTINGS

Alignment   None

Link To   Attachment Page

http://jprlabs.com/?attachmer

Size   Medium – 208 × 300

Insert into post

The title, caption, alt text, and description should all contain the keywords you are trying to rank for. When the sitemap is generated, it will take the information you provide here for each image and add it to the xml file.

The size of the image must also be specified, and will be included in the sitemap (Google prefers smaller, faster loading images).

Indexing Video

You can use the same method to embed videos on you WordPress blog, but WP Media Sitemap also supports videos embedded using iframes or embed tags.

For example, if you wanted to embed a video from YouTube and have it appear in your sitemap and indexed by Google you would start by click on the share tab below the video you wish to embed:
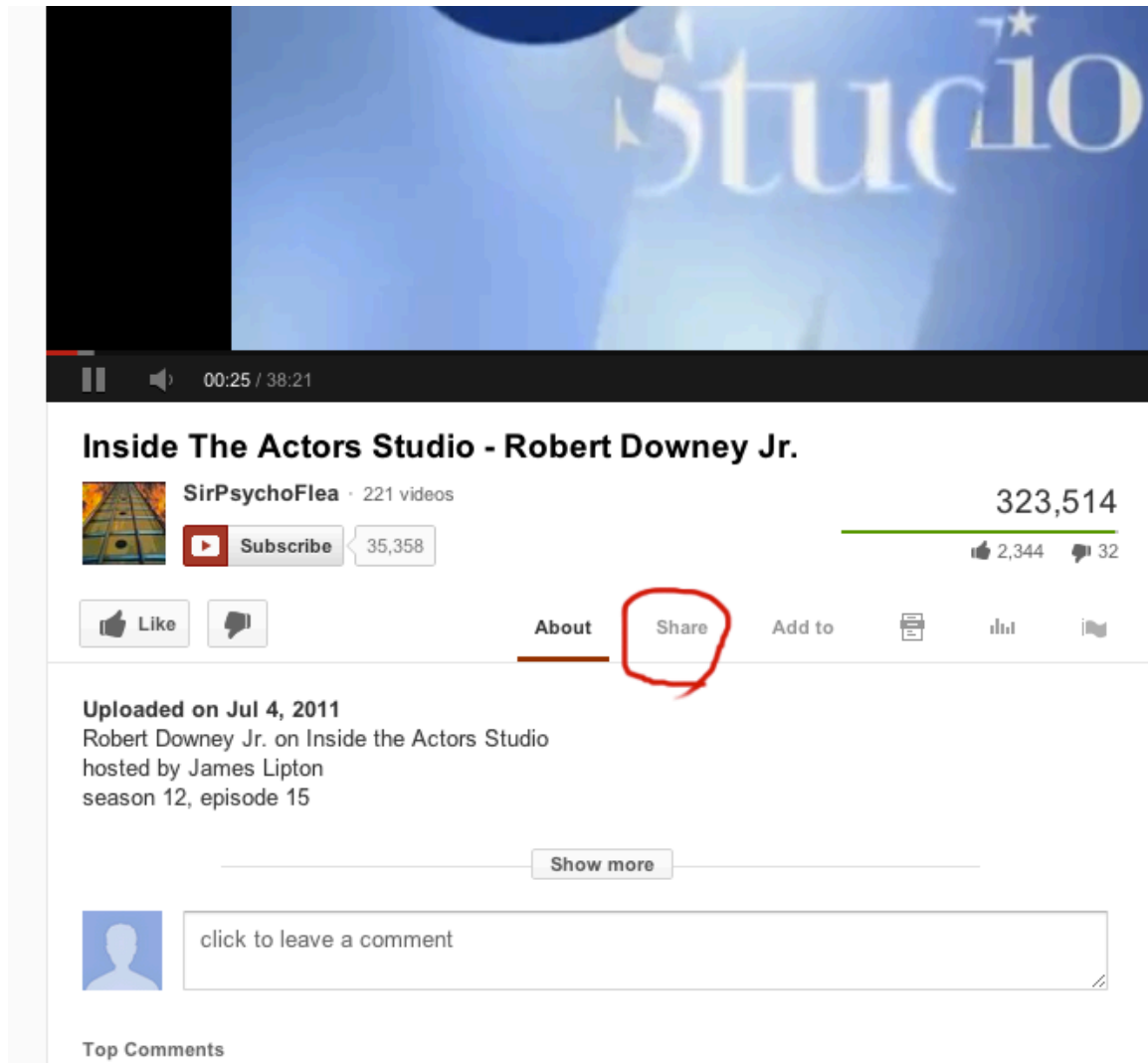
Next you would click the embed tab, and copy the iframe code that is provided to you:
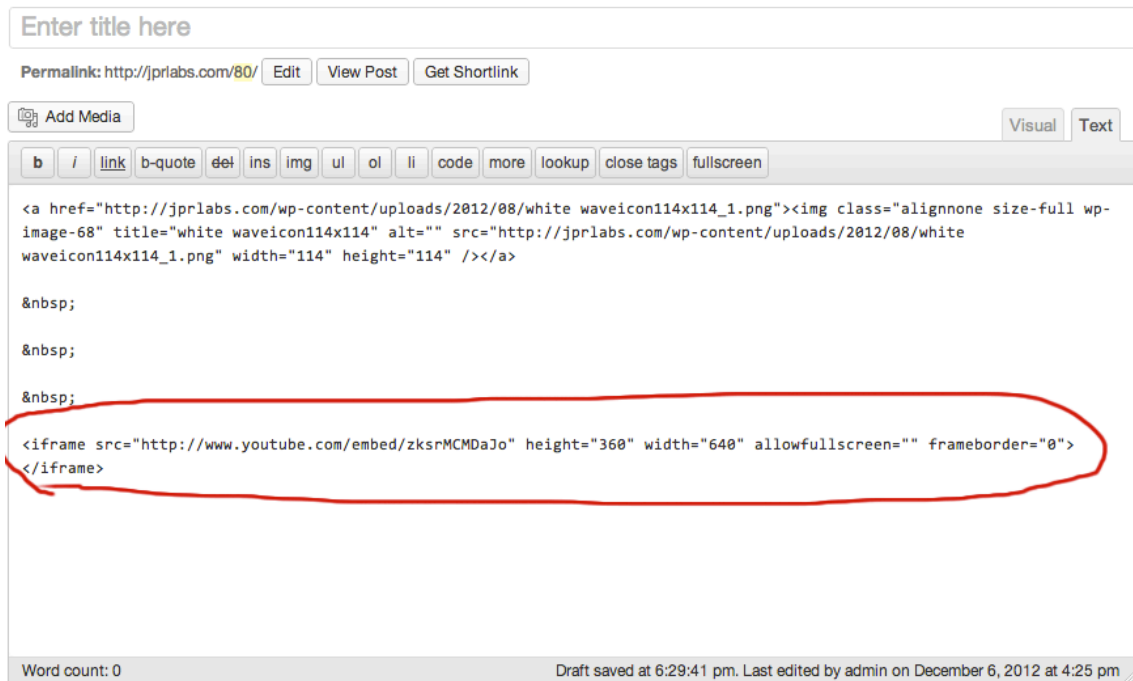
Finally paste the iframe code in your post:

WP Media Sitemap will automatically detect the video and add it to the site map the next time it is rebuilt.

Indexing Mobile

Mobile pages are automatically detected by WP Media Sitemap and will be added to a separate 'mobile sitemap'. This is a special kind of sitemap that Google uses to index your mobile pages and rank them for searches performed by mobile devices.

You can use any plugin to create the mobile pages, as long as they are formatted properly. I recommend using WPTouch for mobile sites; you can find a link for this plugin below:
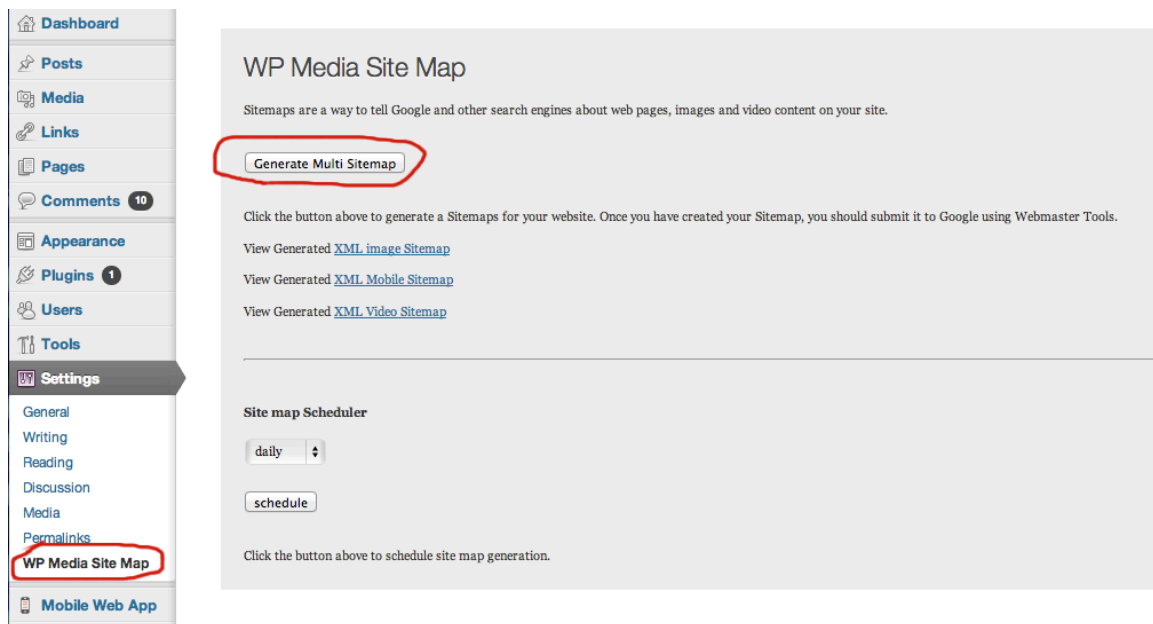
http://wordpress.org/extend/plugins/wptouch/

WP Sitemap Settings

Generating The Sitemaps

Generating mobile, video, and image sitemaps with WP Media Sitemap is as easy as one click…

Just navigate to the tab labeled "WP Media Site Map" under the settings tab. Click the button labeled "Generate Sitemap" and all 3 sitemaps will be generated.
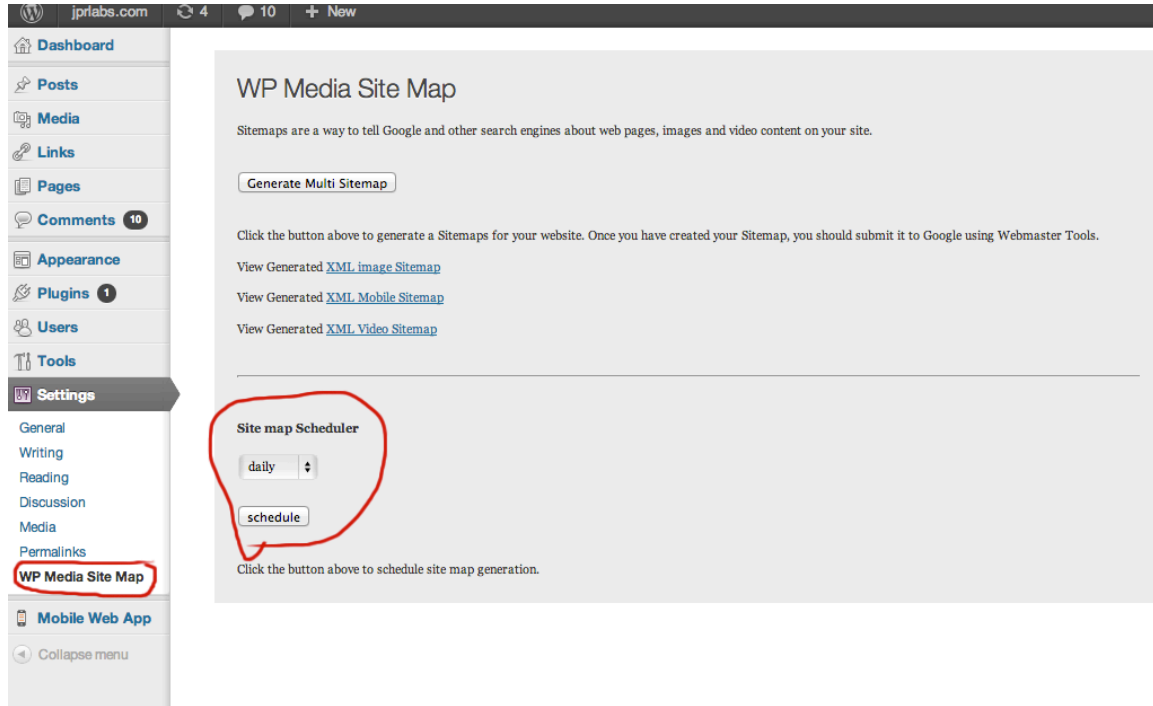
Once the sitemaps have been generated successfully, you will have the option to ping the Goggle to index your sitemaps:
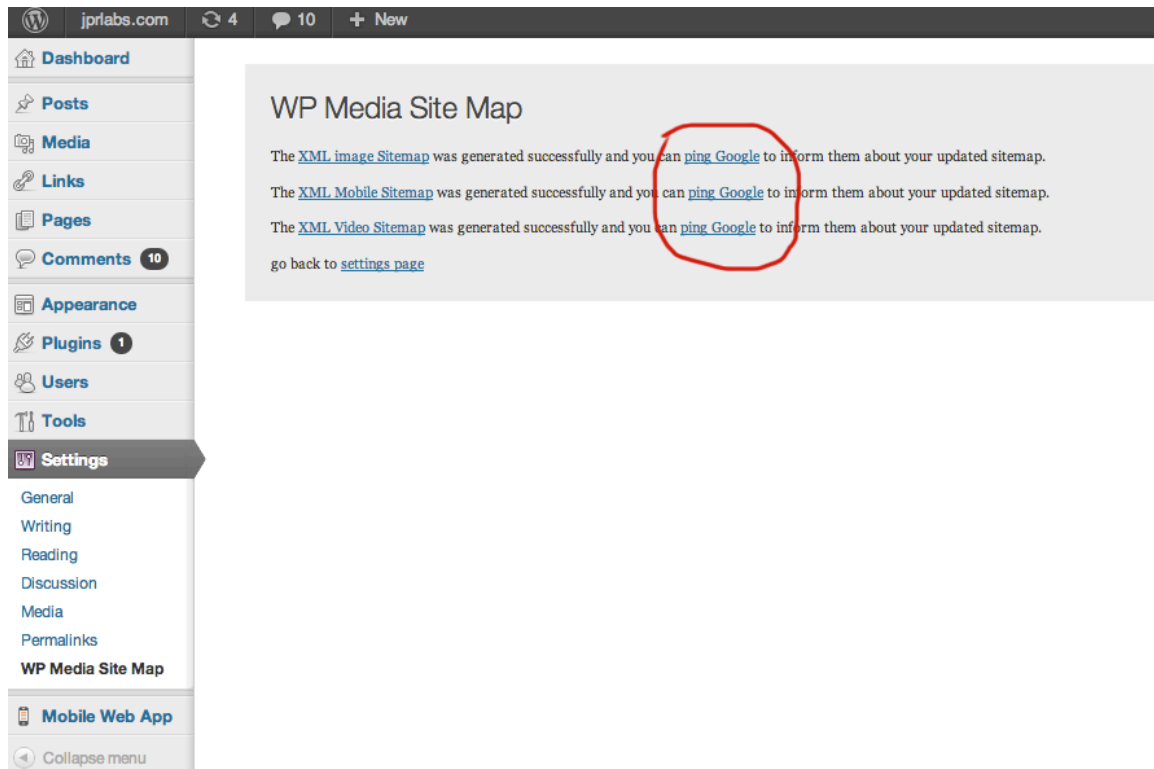
Scheduling Sitemaps

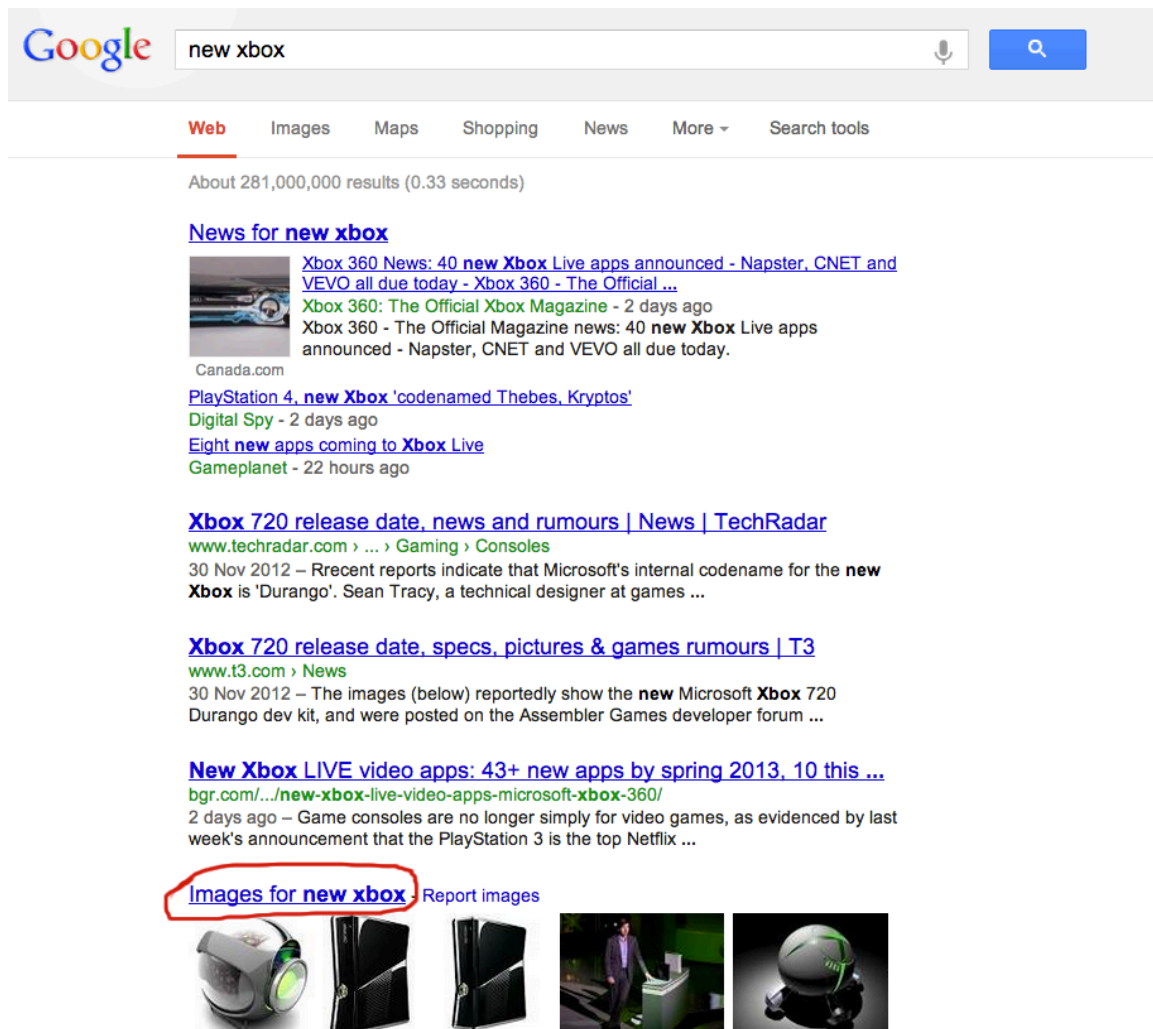You can set WP Media Sitemap to rebuild the site maps daily, weekly, or monthly:

Simply select the timeframe you wish the sitemaps to be updated in the drop down box, and click the button labeled 'schedule'.

Image SEO

Images In Search

Image SEO is becoming increasingly important to generate organic traffic. Images show up not only in Google's image search, but also in regular search as well!

For many keywords it is much easier to rank an image on the first page of natural results than it is to rank a page. One of the best ways to capitalize on this it to rank for product names, with a catchy image of the product...

In the example above you can see the results for a Google search for the keyword 'new xbox'. The images that are displayed will excite anyone looking for information on the next xbox, they are likely to click on the image to find out more.

On the page hosting the image, you can monetize it with amazon affiliate links to xbox accessories and products, or with CPA offers.

Most CPA networks have email submit offers that offer your visitors free products like an xbox, or iPhone. Ranking images of these products is a great way to capture traffic for high volume keywords that you normally couldn't with regular SEO.

Local businesses can also take advantage of ranking images to capture traffic, check out the results of a search for "Electronics Store":

As you can see, right on the first page of natural results, Google ranks images. You can easily rank more local keyword in Google images, for example "electronics store in Plainview, New York"...

There is very little competition for images in local results and you can quickly appear on the first page of natural results.

To rank for keywords, just use the keyword in the title, description, and alt tags for the image. WP Media Sitemap will automatically make Google index your images for those words, brining you a flood of organic traffic.

Image CTR

Ranking images on the first page of Google is easy, but in order to get traffic, searches have to click on your images. In fact, the click through rate (CTR) of your image is factored into it's ranking.

Images that are relevant, brightly colored, and shocking will produce the highest click-throughs. Bright borders can also make an image stand out for users to click.

Submitting Sitemaps To Google Webmaster

You can ping Google to index sitemaps generated by WP Media Sitemap automatically, but you should also submit all of your sitemaps directly through Google's Webmaster tools.
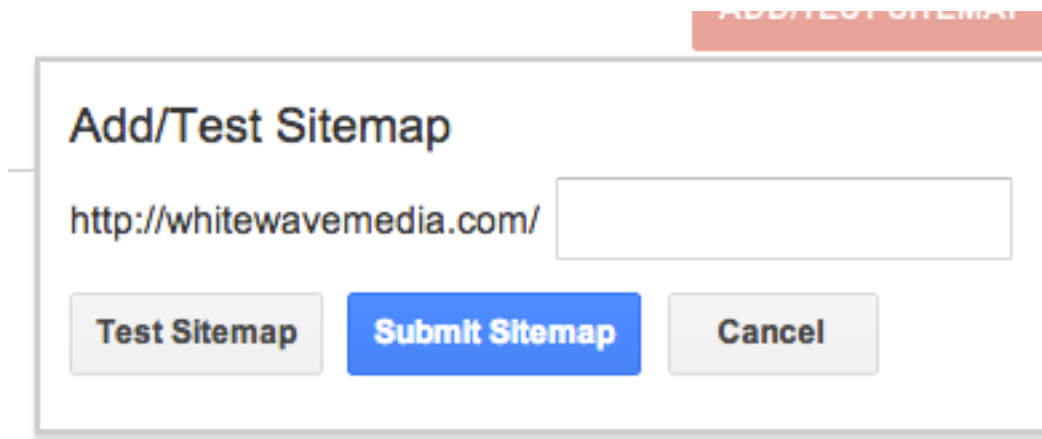
This has added benefits including a diagnostic that shows what content has been indexed by Google, and it allows you to see how Google is interpreting your content so you can make changes to help your ranking.

To submit a sitemap, first login or signup to Google's Webmaster tools and add your site (Google Provides detailed instructions to do this). You then navigate to the Sitemaps section under the tab labeled 'Optimize' as seen below:
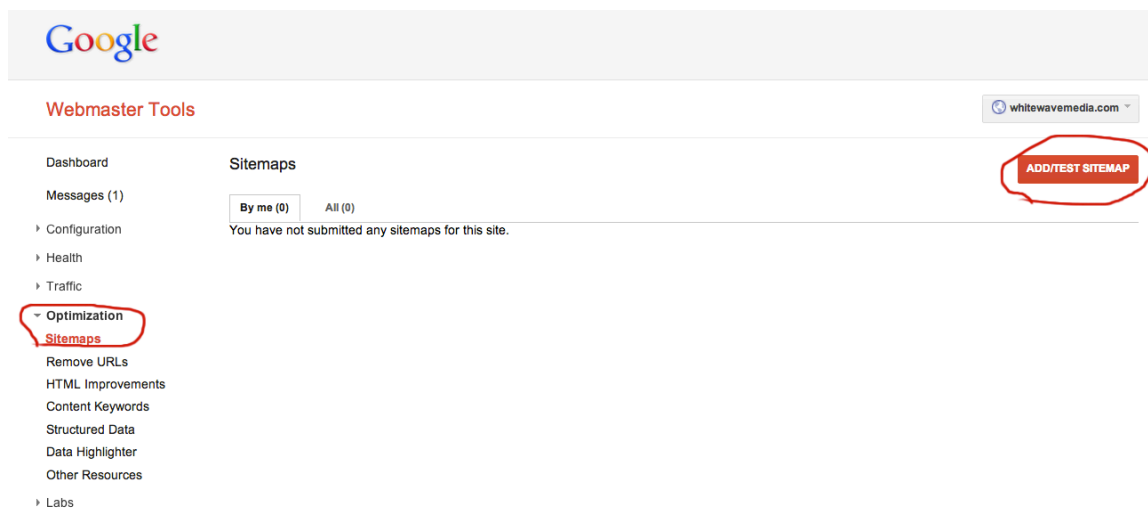
Start by clicking the button "Add/Test Sitemap". This will bring up a dialog box where you can a new sitemap to Google:

You will want to submit all 3 sitemap generated by WP Media Sitemap to monitor how your content is getting indexed.

Video SEO

Rich Video SEO Snippets

Ranking videos is one of the fastest ways to get to the top of Google search results… The problem is that when you rank a video on YouTube you are sending traffic to YouTube, and not to your site!

Luckily this is where video sitemaps come in handy. You can have YouTube host your video, but tell Google to index it on your site, instead of on YouTube.

All you need to do is insert the video in your posts via the iframes embed code, or through WordPress' insert media box. WP Media Sitemap will automatically detect these videos and generate a video sitemap that Google will then index.

This will help rank every video on your site in Google's results, but will also direct the traffic to your blog instead of YouTube (example on the next page)

Notice the URL for these videos are winefolly.com and not a 3rd party video site.

You can host the video on your site, or host them on YouTube but use a video sitemap to tell Google the video is part of your sites content.

This also allows you to embed other people's videos from YouTube on your blog, and rank them using a video sitemap. When they show up in Google's results for the keywords you choose, the traffic gets sent to your site as opposed to YouTube!

This is also a service that you can offer offline businesses, ranking the videos on their site in search, while the plugin does all the work.

Video Hosting

The fact that we can take videos from YouTube and rank them in our blog posts is a double edged sword – other bloggers can do the same to videos we host on YouTube as well!

The best way to host video on you site is to host it yourself, this is especially true for offline clients. The best hosting software is here:

http://www.easyvideoplayer.com/evp-2.0/

This will prevent others from using your videos on their blogs to drive traffic, and makes it easier for Google to rank your video while sending the traffic to your site.

Self hosting is always the best way to go for SEO purposes.

Video Keywords

Video search can be very different than regular search. When you are using videos to generate traffic, you want to focus on getting your videos to appear in natural search rather than just video searches.

You can use YouTube itself for keyword research to find 'buyer keywords' as well as find videos you can use to generate traffic to your site.

YouTube suggests video searches based on popular search terms being searched for on their site. You can use the auto-suggest to find buyer, and local keywords:
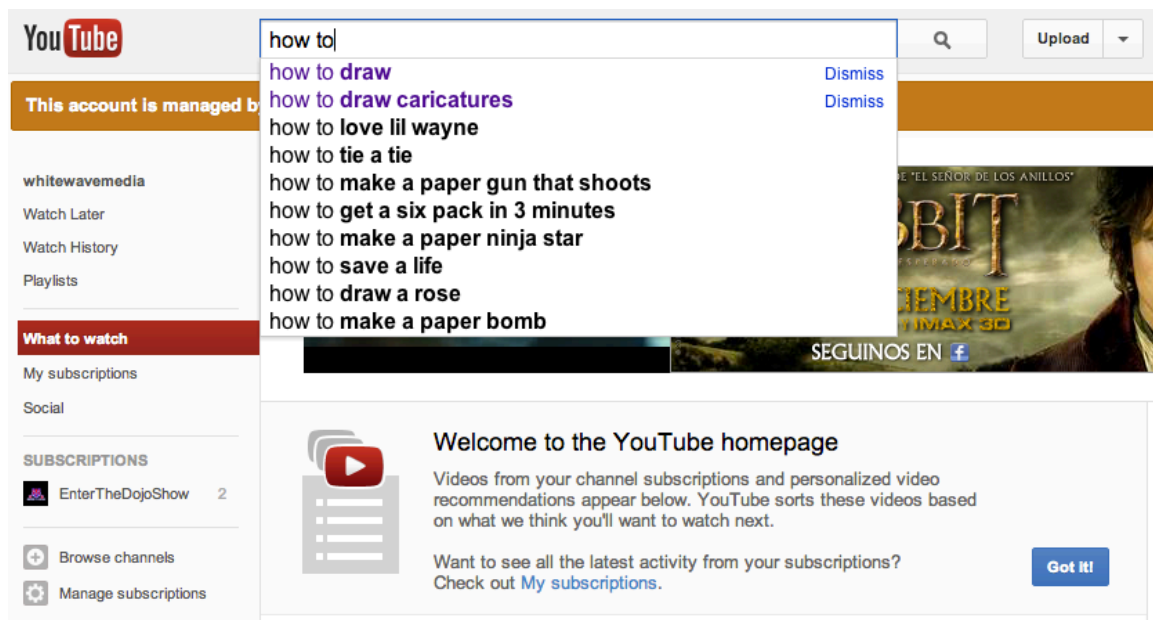
In this example I am looking for people who have a problem to solve, of have something they want to learn. Typing in 'how to' into the search box makes YouTube return the most popular search terms beginning with the term "how to".

A few keywords stand out:

"How to draw"
"How to draw caricatures"
"How to tie a tie"
"How to get a six pack in 3 months"
"How to draw a rose"

If you were to rank a simple video for these search terms, you could use the traffic to sell Clickbank products, or outsource your own product to sell. There is clearly a demand for the topics, and it gives you a huge head start. Hungry market, good traffic, and solutions you can provide them through affiliate products = $$.

Mobile SEO

Difference Between Mobile Results And Desktop

Google returns different results for searchers on mobile devices than they do for desktop searchers, as much as an 86% difference for certain keywords. They keep a separate index of mobile formatted sites and rank them higher when a searcher is using a mobile device.

Google also factors in location for mobile searchers more so than desktop. This has big implications for local businesses. Not only do they need their site properly formatted for mobile with a mobile sitemap, they also need to focus on ranking for Google places so Google can factor in their location in search.

Proper mobile formatting is a must in order to rank in mobile search, and the best way to accomplish this is with the right plugin.

This is the best plugins I have found for making a website mobile ready:

http://wordpress.org/extend/plugins/wptouch/

The last factor that will help rank your site in mobile search is a mobile sitemap. As long as your site is properly formatted for mobile, WP Media Sitemap will handle generating a mobile sitemap and ranking your mobile content with Google – you don't have to do anything except install the plugin and schedule it to rebuild the sitemap often!

More Help

If you need more help using WP Media Sitemap to you're your media content in search, or if you have any questions/comments you can reach us through our support desk at: http://whitewavesupport.com